



Chief's Update
October 23, 2014
"We've Got An App For That..."

Dear Tempe Police Employees,

As I shared a couple of weeks ago, the strength of community relationships directly impacts officer safety and our ability to fight crime. No police organization can effectively serve and protect without the assistance, support, partnership – and trust – of those we serve. We have worked very hard to achieve an 81% approval rating on the annual City of Tempe Community Survey. This satisfaction rating is phenomenal, on a national scale, and especially in today's world, where trust in, support and respect for government and law enforcement agencies is being tested and challenged.

One of the most powerful ways which police can preserve and protect our constitution and civil rights is to actively promote and champion open dialogue. We must never take for granted the importance of genuine communications, approachability, and public perception. Being attuned to needs of all facets of our community – both in the present and with a mindful eye on the future – determines our success as police employees in fulfilling our public safety mission.

Recognizing the importance of transparency and providing excellent service on a consistent basis are just some of the contributing factors why we made community partnership and involvement an organizational priority - our #2 Organizational Strategic Goal - along with fighting crime, enhancing innovation and technology and supporting and developing employees.

The world is increasingly engaging through social media, and forward-thinking law enforcement agencies are recognizing – and embracing – this evolution. In fact, in partnership with the US Department of Justice, the International Association of Chiefs of Police (more commonly referred to as IACP), launched the IACP Center for Social Media in 2010 to, "...build the capacity of law enforcement to use social media to prevent and solve crimes, strengthen police-community relations, and enhance services."

Though our organization has utilized Facebook, Twitter, and YouTube for several years – operating a joint Facebook and Twitter account with the fire department, the way in which it was used and the preference by many in the community to rely upon social media

outlets for the bulk of their information necessitated a re-design of our social media program; requiring the commitment of additional resources, technology, and social media platforms to better engage with all segments of our community.








This past August, saw the appointment of our department's first-ever Social Media Officer - Ofc. Naomi Galbraith. Since that time, Officer Naomi Galbraith as well as Lt. Scott Smith have been hard at work building, re-designing, and implementing our department's social media program which now includes not only dedicated TPD Facebook and Twitter accounts, but a TPD Google+ account, a TPD YouTube Channel, a TPD Blog, and launching on October 25, 2014 to coincide with our annual GAIN Night, our first ever TPD Mobile App for smartphones; a free app - developed by Cloudspace Mobile and soon available in the Apple AppStore and Google Play for Android - which will connect anyone and everyone with our department and many of the services we provide.

A robust social media program is a critical component to any comprehensive public safety strategy. Our new mobile application, as well as the addition and utilization of new social media platforms, will greatly enhance the Tempe Police Department's ability to connect with, inform, and engage our citizens on a daily basis. Not only will community members have greater access to police services, they will have greater opportunities to communicate and share information with police employees in an environment which is built on - and values - communication, trust, and transparency.

I encourage you to follow and engage us on as many social media platforms as possible to include our mobile app. Our various addresses are listed below and as time goes on, you will see an increased emphasis placed on our social media footprint with daily and monthly themes, community alerts, media releases, crime prevention tips, hiring information, and content highlighting the excellent work Tempe Police employees do on a daily basis.

Stay safe,

@TomRyff
Chief of Police

						
Tempe Police Mobile App	https://twitter.com/@tempepolice	https://www.facebook.com/TempePolice	https://www.youtube.com/user/TempePoliceAZ	http://www.tempe.gov/police	https://TempePolice.BlogSpot.com	Google +